

Message Text

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DRAFTED BY RFSTECHSCHULTE/BEWT/TDAD
APPROVED BY EUR: WHLUERS
COMMERCE/BEWT:H.HEISS
STATE/EUR/SOV:W.EDGAR
COMMERCE/BEWT:J.MURRIN
TREASURY/OEWEP:P.MCCARTHY
COMMERCE/BEWT:A.REICH

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P 100026Z SEP 77
FM SECSTATE WASHDC
TO AMEMBASSY MOSCOW PRIORITY

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E.O. 11652: N/A TAGS: EEWT, UR

SUBJECT: SEMINAR ON PROMOTING TRADE IN U.S. AND U.S.S.R.

REFERENCE: B) MOSCOW'S 11831, 16 AUGUST 1977; A) MOSCOW'S
13089, 8 SEPTEMBER, 1977

1.

OUR ONLY INDICATION OF SOVIET DESIRE TO SPLIT SEMINAR INTO

TWO PARTS, ONE IN U.S. AND ONE IN USSR, WAS THE INFORMAL

SUGGESTION REPORTED REF. B. WE HAVE GIVEN NO DEFINITE

ANSWER TO THE SOVIET TRADE REPRESENTATION HERE. IN FACT,

WE HAVE AN OPEN MIND ON THE PROPOSAL AND, IN THE ABSENCE

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OF ANY SUGGESTION FOR A USEFUL TOPIC FOR THE SECOND

SEMINAR AGREED TO DURING JOINT COMMISSION MEETINGS, WE ARE

INCLINED TO RESPOND FAVORABLY. WE ESPECIALLY LIKE THE

PART OF THE SUGGESTION THAT INDICATES THAT THE SOVIETS

COMING TO THE U.S. WOULD BE WILLING TO MAKE THEIR
PRESENTATION TO AN AUDIENCE MUCH BROADER THAN THE USG,
INCLUDING REPRESENTATIVES OF THE BUSINESS COMMUNITY.

2.
WE GAVE TO THE SOVIET TRADE REPRESENTATION ON AUGUST 26
A VERY TENTATIVE AGENDA FOR THE U.S. PRESENTATION AND SUG-
GESTIONS FOR WHAT WE WOULD LIKE THE SOVIETS TO COVER IN
THEIR PRESENTATION (COPIES AIR POUCHED TO EMBASSY).

WE TOLD THEM AT THE TIME THAT THIS WAS A VERY TENTATIVE
ATTEMPT TO ORGANIZE THE SEMINAR, THAT WE UNDERSTOOD
INFORMALLY THAT THE MFT MIGHT LIKE TO SEPARATE THE
SEMINAR INTO TWO PARTS, AND THAT, WHILE THE TENTATIVE
AGENDA REFLECTED BOTH PRESENTATIONS AT ONE SEMINAR IN

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WASHINGTON, WE WERE PERFECTLY WILLING TO CONSIDER A
TWO-SEMINAR SCENARIO SHOULD THE SOVIETS FORMALLY PROPOSE
IT. WE HAVE THUS FAR HAD NO REACTION FROM THE TRADE
REPRESENTATION HERE. WE DELAYED RESPONDING TO REF B
UNTIL WE HAD RECEIVED AN OFFICIAL PROPOSAL FROM THE
TRADE REPRESENTATION.

3.
SHOULD THE SEMINAR BE SPLIT INTO TWO PARTS, OUR CURRENT
THINKING ON HANDLING THE SEMINARS RUNS AS FOLLOWS:
A PRESENTATION BY THE SOVIET GROUP IN WASHINGTON WITH
APPROPRIATE WELCOME AND OTHER GOVERNMENTAL PROTOCOL
EVENTS AND WITH BUSINESSMEN INVITED TO ATTEND. WE WOULD

PROPOSE THAT THE SOVIETS THEN TAKE THE SEMINAR ON TOUR
TO THREE CITIES IN THE US SO THAT THE MARKETING
INFORMATION CAN BE MADE AVAILABLE TO AS MANY US BUSINESS-
MEN AS POSSIBLE. WE HAVE HAD SOME INFORMAL DISCUSSIONS
WITH THE US/USSR TRADE AND ECONOMIC COUNCIL (TEC) AS TO
WHETHER OR NOT THEY WOULD BE WILLING TO BE THE SPONSOR
AND TAKE CARE OF THE ADMINISTRATIVE ARRANGEMENTS FOR THE
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ROAD TOUR; WE HAVE NOT RECEIVED A CLEAR RESPONSE. SHOULD
THE SOVIETS BE WILLING TO GO TO OTHER CITIES AND THE TEC
NOT BE WILLING TO HANDLE ARRANGEMENTS, WE WOULD ATTEMPT
TO FIND OTHER LOCAL SPONSORS. CITIES WE ARE THINKING OF,
IN ADDITION TO WASHINGTON, ARE NEW YORK, CHICAGO, AND
SAN FRANCISCO (LOS ANGELES WILL HAVE HAD A SOVIET SATURA-
TION WITH THE EXHIBITION AND THE MEETING OF THE TEC IN
MID NOVEMBER). OUR MAJOR CONCERN WITH THIS PLAN IS
THAT THE SOVIETS HAVE SOMETHING SPECIFIC AND USEFUL TO
SAY TO COMPANIES THAT ATTEND AND THAT THEY NOT SPEAK IN
GENERALITIES OR PUT GREAT EMPHASIS ON WHAT ARE ESSENTIALLY
POLITICAL PROBLEMS (MFN, EXIMBANK CREDITS).

4.
WITH RESPECT TO THE SPRING SEMINAR IN MOSCOW, WE SPOKE
ON SEPTEMBER 8 WITH HAROLD SCOTT ABOUT HOW WE AND THE TEC
COULD COOPERATE IN PUTTING ON A JOINT SEMINAR IN MOSCOW ON
MARKETING IN THE U.S. THE ADVANTAGE OF THE COUNCIL'S
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PARTICIPATION IS THAT IT RELIEVES US OF SOME EXPENSE AND PROVIDES A FRAMEWORK FOR THE PARTICIPATION OF REPRESENTATIVES OF PRIVATE COMPANIES WHICH WOULD BE PRECLUDED UNDER A TOTALLY GOVERNMENTAL SPONSORSHIP. SCOTT LEAVES FOR MOSCOW SEPTEMBER 10 AND WILL PROBABLY MENTION THE SEMINAR IN HIS CONVERSATIONS WITH MANZHULO.

5. PRESENTATIONS FOR PORTION OF SEMINAR THAT WOULD BE THE RESPONSIBILITY OF THE USG WOULD PROBABLY BE HANDLED PRIMARILY BY GOVERNMENT PERSONNEL; ONE PRESENTATION MIGHT BE GIVEN BY AN ACADEMIC OR A REPRESENTATIVE OF A TRADE ASSOCIATION.

6. LEVEL OF CHAIRMAN ON US SIDE NOT YET DECIDED BUT WILL PROBABLY BE DEPUTY ASSISTANT SECRETARY REICH OR DEPUTY BEWT DIRECTOR STROH. EITHER MEL'NIKOV OR ZINOV'YOV WOULD BE PERFECTLY ACCEPTABLE AS CHAIRMAN FOR SOVIET SIDE. WE ARE MUCH MORE CONCERNED WITH QUALITY OF SOVIET PARTICIPANTS

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AND USEFULNESS OF THE INFORMATION THEY PRESENT THAN WITH LEVEL OF CHAIRMAN.

7. ACTION REQUESTED: EMBASSY SHOULD DRAW ON THE ABOVE IN

RESPONDING TO MEL'NIKOV DURING SEPTEMBER 12 LUNCHEON.

YOU SHOULD ALSO PROD MEL'NIKOV TO GET THE TRADE REPRESENTATION TO GIVE US AN OFFICIAL RESPONSE OR A COUNTER

PROPOSAL. SPECIFICALLY, WE NEED TO KNOW IF SPLIT SEMINAR

IS OFFICIAL SOVIET POSITION; IF SO, WHETHER THE SOVIETS

ARE WILLING TO TAKE SEMINAR TO OTHER CITIES; WHETHER THEIR

PRESENTATIONS WILL TAKE INTO ACCOUNT THE POINTS WE LISTED

IN OUR PAPER; WHETHER THE PROPOSED AGENDA FOR THE US

PRESENTATION IS ACCEPTABLE; AND WHAT DATES SOVIETS HAVE IN

MIND. WE ARE PREPARED TO RESPOND QUICKLY ONCE WE HAVE

OFFICIAL POSITION. WE CAN THEN BEGIN TO MAKE ARRANGEMENTS

FOR WASHINGTON PORTION OF SEMINAR AND PIN TEC DOWN ON WHAT

ROLE THEY ARE PREPARED TO PLAY. PLEASE EMPHASIZE THAT

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TIME IS ALREADY RUNNING SHORT FOR A DECEMBER SEMINAR. VANCE

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Message Attributes

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Sent Date: 10-Sep-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
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